

## Message Text

UNCLASSIFIED

PAGE 01 LONDON 04065 141617Z  
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W  
-----103173 141627Z /53

P R 141614Z MAR 78  
FM AMEMBASSY LONDON  
TO SECSTATE WASHDC PRIORITY 4120  
INFO AMEMBASSY BONN  
AMCONSUL MUNICH  
AMEMBASSY STOCKHOLM

UNCLAS LONDON 04065

E.O. 11652: N/A  
TAGS: BEXP, UK  
SUBJECT: PROPOSED LONG ISLAND IOGA TRADE MISSION

REF: (A) STATE 61222; (B) BONN 4382

1. POST DOES NOT FORSEE CONFLICTS WITH PROPOSED DATES OF MISSION DESCRIBED REF A OR WITH CHANGES AS PROPOSED REF B. WOULD MENTION HOWEVER THAT LONDON DATES PROPOSED BY REF A WOULD PERMIT ATTENDANCE AT BIG INTERNEPCON SHOW AT BRIGHTON (OCT. 17-19) ATTENDED BY VIRTUALLY ENTIRE UK ELECTRONICS COMMUNITY.

2. IT IS DIFFICULT AT BEST TO GIVE WORTHWHILE COMMENTS ON MARKET FOR VAST UK "ELECTRONICS" INDUSTRY WHERE OPPORTUNITIES RANGE FROM EXCELLENT TO ZERO. TWO GENERAL COMMENTS: AVOID CONSUMER ELECTRONIC PRODUCTS, AND EMPHASIZE NEWER TECHNOLOGY.

3. EMBASSY IS SOMEWHAT CONCERNED THAT POST RESPONSES ARE TO BE USED TO ASSIST LONG ISLAND CHAMBER CHOOSE ITS MISSION MEMBERS. FOR ONE, WE DO NOT KNOW WHAT FIRMS AND PRODUCTS CHAMBER CAN DRAW UPON. SUGGEST CHAMBER CONSULT GLOBAL MARKET RESEARCH FOR UK SUBMITTED TO UNCLASSIFIED

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PAGE 02 LONDON 04065 141617Z

DEPARTMENT IN LATE 1977, AND THAT WHEN THEY HAVE CLEARER IDEA OF WHAT TYPES OF PRODUCTS THEY CAN REALISTICALLY PROMOTE, SOLICIT COMMENTS ON SPECIFIC PRODUCT LINES.

4. IF "ELECTRONICS" IS TO INCLUDE PARTS AND COMPONENTS, WILL PRODUCTION EQUIPMENT BE INCLUDED AS WELL?

5. CONTROL OFFICER FOR THE MISSION IS COMMERCIAL  
OFFICER JAY L. DEHMLow.

BREWSTER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
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**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Disposition History:** n/a  
**Disposition Reason:**  
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**Reference:** 78 STATE 61222, 78 BONN 4382  
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**Review Markings:**  
Sheryl P. Walter  
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